

ABSTRACT OF THE DISCLOSURE

A personal care absorbent article such as a disposable diaper, sanitary pad or tampon, wound dressing or bandage which includes a nonwoven web material made from a plurality of polymeric fibers having at least one treatment chemistry suitable for modifying at least one characteristic of a high viscoelasticity fluid upon contact with the high viscoelasticity fluid. In accordance with one particularly preferred embodiment, the treatment chemistry is suitable for immobilizing the high viscoelasticity fluid within the nonwoven web material.